a server, connected to the global computer network, for receiving and processing orders placed remotely by the purchaser, each order comprising a product;

a database, accessible to the server, storing identity of the purchaser, a plurality of contacts designated by the purchaser, and contact information facilitating communication with the contacts;

a graphical user interface suitable for displaying a web page provided by the server, the graphical user interface attached to the client machine

an order designated and entered by the purchaser via the graphical user interface,

a message pertaining to the order and entered by the purchaser via the graphical user interface for transmitting to at least one of the contacts, and

a reward for the purchaser if the at least one designated contact subsequently purchases the product.—

--Claim 8. (amended) An electronic commerce system for communicating with a user via a client machine connected to a global computer network, the system comprising:

a server connected to the global computer network;

a database, accessible to the server, storing the identity of the user, a plurality of contacts designated by the user, and contact information facilitating communication with the contacts;

a graphical user interface suitable for displaying a web page provided by the server, the graphical user interface attached to the client machine;

an order designated and entered via the graphical user interface, the order designating

at least one product from a list of products accessed via the graphical user interface;

a message pertaining to the order and entered via the graphical user interface for

transmitting to at least one of the contacts; and wherein

the server transmits the message to the at least one contact.--

-- Claim 15. (amended) A method of facilitating referral-based electronic commerce, the

method comprising the steps of:

receiving and processing orders placed remotely by a purchaser via a client machine

connected to a global computer network;

storing a record identifying the purchaser, a plurality of contacts designated by the

purchaser, and contact information facilitating communication with the contacts;

displaying a web page to the purchaser;

via the web page, the purchaser designating an order, designating at least one of the

contacts, and entering a message pertaining to the order;

fulfilling the order;

transmitting the message to the at least one designated contact; and

monitoring whether the at least one designated contact subsequently purchases the

product and, if so;

rewarding the purchaser. –

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--Claim 19 (amended) A method of facilitating referral-based electronic commerce, the method comprising the steps of:

communicating with a user via a client machine connected to a global computer network;

storing a record identifying the user, a plurality of contacts designated by the user, and contact information facilitating communication with the contacts;

displaying a web page to the user, and via the web page;

selecting of at least one product from a list of products embedded in or accessed from the web page;

designating at least one of the contacts;

entering a message pertaining to the at least one selected product; and

transmitting the message to the at least one designated contact.--

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